

INFORMATION LETTER

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Howard Pyle, Eisenhower Assistant, to be Keynote Speaker At Opening General Session of Anniversary Convention

The Honorable Howard Pyle, Deputy Assistant to President Eisenhower and former Governor of Arizona, will be the keynote speaker at the 50th Anniversary Convention of the National Canners Association, it is announced by N.C.A. President William U. Hudson.

Governor Pyle will be heard at the Opening General Session in Chicago, the morning of Saturday, February 16. He has served on the White House staff for the past two years as the President's assistant on administrative liaison and intergovernmental relations.

Governor Pyle is remembered for his stirring speech at the 1952 Republican National Convention. He was an active campaigner in both national elections and frequently represents President Eisenhower at public appearances. At the N.C.A. Convention session he will stress the theme "Look to the Future." On the same session, as previously announced, Roger Deas, the American Can Company orator, will speak on the Anniversary phases of the occasion.

Howard Pyle was born in Sheridan, Wyo., the son of a minister whose successive assignments took the family to Texas, Oklahoma, Nebraska and finally Arizona. His father, the Reverend T. M. Pyle, is now pastor of the Community Church in Buckeye, Ariz. Young Pyle began his Arizona career as Tempe correspondent for what was then the *Arizona Republican*, later

Canners Asked to Reserve Time for Convention Sessions

President William U. Hudson urges that every member of the N.C.A. in attendance at the 50th Anniversary Convention reserve the hours of 10 to 12 daily from Saturday, February 16, through Tuesday, February 19, for attendance at the four important general sessions of the N.C.A. Outstanding speakers and subjects have been engaged for these periods, and the operations of canners in the forthcoming year will be immeasurably benefited by the presentations at these sessions.

transferring to advertising. When the newspaper entered the radio field with acquisition of Station KFAD (now KTAR), he joined the radio staff and went through the entire gamut of station activities—announcing, writing, program direction, production management, promotion, public relations, and general management. He attained real prominence in radio as the writer-producer-broadcaster of many celebrated programs, including the internationally famous Grand Canyon Easter Sunrise Service, now in its 21st year on the air.

As a radio war correspondent in the Pacific, Mr. Pyle broadcast numerous historic events. He was the first radio correspondent to land in Japan, going in with U. S. airborne ground forces when the initial occupation was made at Atsugi. For all four networks he covered the Ie Shima arrival of the Japanese surrender party. Also he broadcast the surrender ceremonies on the U.S.S. Missouri and the 1945 World Security Conference in San Francisco. He was invited by General Jonathan Wainwright to cover the general's triumphant return to the United States.

Mr. Pyle returned to Arizona in 1945 and five years later was elected Governor—the third Republican to hold that office and the first one in more than 20 years.

With the announcement of Governor Pyle to keynote the Opening Session, the agenda for that portion of the four-day Convention is completed. President Hudson will be the presiding officer and before the guest speakers are heard, the meeting will receive the report of the Nominations Committee by Chairman Milton E. Brooding and will elect its 1957 officers. The Convention resolutions will also be presented for discussion and vote by Louis Ratzesberger, Jr., Chairman.

Antidiversion Notice Required On Export Documentation

New instructions issued by the Commerce Department regarding its Shippers Export Declaration will require new information on that form accompanying most canned food exports, effective April 3.

On that date, the Shippers Export Declaration will have to carry an "antidiversion notice" identifying the importing country and stating that unauthorized diversion to any other country is prohibited by law. Such a statement will be required in connection with all exports except those for consumption in Canada.

The Shippers Export Declaration (Form 7525-V) is the government form on which exports of canned foods are identified for Collectors of Customs at U. S. shipping ports.

The new regulations requiring the antidiversion notice were issued by the Commerce Department's Bureau of Foreign Commerce in an amended section 379.10 of Current Export Bulletin No. 778 of January 3. Such a notice is required now only for shipments of U. S. goods under the Department's export controls.

The new regulation prescribes the form which the antidiversion notice may take. One of the three authorized statements reads:

"These commodities licensed by the United States for ultimate destination (name of country). Diversion contrary to United States law prohibited."

N.C.A. Issues 48 Corn Recipes For Case O'Canned Corn Week

"Case O'Canned Corn Week—24 Cans in Case . . . 24 Tested Recipes" headlines two releases prepared by the N.C.A. Consumer Service Division. One release of 24 recipes is subtitled "Whole Kernel Corn" and the other is "Cream Style Corn."

The releases containing 48 recipes for canned corn were sent to 340 metropolitan newspaper food editors in the leading market areas throughout the country. The combined circu-

lation of the newspapers is more than 42 million.

In addition, 98 consumer information specialists, stationed in cities over the U. S., received copies of the releases. These leaders and their staffs not only work closely with market personnel in their areas, but conduct consumer classes, have radio and television shows, write market news for newspapers, and many of them write market news bulletins. These combined activities are aimed to reach the major portion of consumers in each area.

Mailings of the releases are also being made to leading radio and television people throughout the country.

The recipes, developed in the Association's Test Kitchens, represent a wide range of menu uses for corn. A total of 26 other canned foods were used in combination with corn.

The recipes for whole kernel corn are:

Corn Clam Chowder	Country Style
Texas Corn and Tomatoes	Corn Lyonnaise
Hashed Corn in Cream	Corn Kernel Bis-cuits
Chicken Corn Paprika	Barbecue Corn Relish
Corn Tomato Rabbit	Corn Fritters
Kernel Corn Hush Puppies	Chicken Livers with Corn and Rice
Tuna Corn Casserole	Buttered Whole Kernel Corn
Corn and Limas in Cream	Double Corn Muffins
Savory Corn Stuffing	Curried Corn in Peppers
Corn Beef Stew	Deviled Corn and Beans
Hot Corn Slaw	Corn Ham Short-cake
Scrambled Corn and Eggs	Creamed Corn and Onions
Cheese Corn Souffle	

For cream style corn the recipes are:

Corn Tomato Chowder	Vegetable Trio
Scalloped Corn and Oysters	Piquant Corn
Herb Seasoned Corn	Corn and Green Beans in Cream
Corn Pancakes	Corn Egg Au Gratin
Chicken Corn Pie	Corn Cheese Fondue
Sausage with Corn	Western Corn Timbales
Spanish Corn	Corn Onion Saute
Corn Pudding	Buttered Cream Style Corn
Salmon Corn Patties	Puffy Corn Omelet
Corn Oysters	Scalloped Corn
Vegetable Macaroni and Cheese	Shrimp Corn
Corn Con Carne	Southern
Corn and Franks	

Consumer Service Division Receives Publicity Clippings

The N.C.A. Consumer Service Division is receiving evidence that its corn promotion material is being used by metropolitan newspapers and others.

The Consumer Service Division had sent recipes and photographs in connection with "Case O' Canned Corn Week" to 340 newspapers with a combined circulation of more than 42 million. Clippings from the following have been received:

Indianapolis Star; Des Moines Tribune; State Times, Jackson, Miss.; Chicago Daily Tribune; Charleston (W. Va.) Daily Mail; Memphis Press-Scimitar; Toronto Star Weekly; Scranton (Pa.) Times; Los Angeles Times; Philadelphia Evening Bulletin; Norfolk Ledger-Star; and Washington Post and Times-Herald.

OTHER PUBLICITY REPORTED

Cooperative Extension Work in Agriculture and Home Economics for the State of Washington issued a bulletin in December featuring canned corn. It gave market information and five recipes for different menu uses for corn. In a color block on the first page the bulletin states:

"Know why when you buy. Canned foods that are most plentiful are tomato juice, sweet corn and sauerkraut. The 1956 supply of snap beans, green peas, tomatoes and most tomato products are also larger than last year."

Cooperative Extension Work in Agriculture and Home Economics for the State of California issued a consumer marketing information bulletin in December. Under the heading "Make the Most of a Bargain," is given information about canned corn and a recipe for "California Corn Chowder."

The January 9 issue of the USDA Food and Home Notes included the recipe for corn pudding described as "Hearty oven dish to feature this season when canned sweet corn and eggs are plentiful." The leaflet is prepared for newspaper women's pages and women's radio and television programs.

Some of the food editors of popular national magazines cooperating in the publicity for canned corn included material in the January issues. Corn recipes were included in *Ladies Home Journal*, *Good Housekeeping*, *Parade*, and *American Weekly*. *McCall's* included corn in a menu suggestion and the January "Best Buys" list, and *Woman's Home Companion* had it listed in the January "Food Guide."

Corn Promotions Scheduled for Radio and TV Programs

A series of television and radio programs on which canned corn will be promoted has been booked for Margaret Ware, home economist of Dudley-Anderson-Yutzy, the agency that is acting for the N.C.A. in its current Consumer and Trade Relations Program. Schedule of Miss Ware's appearances is given below in the local time of the station cited, to enable canners to listen in.

Jan. 28—Des Moines, KRNT-TV, 4 p.m. Mary Jane Chinn program.
Jan. 29—Omaha, WOW-TV, 1 p.m. Zeta Salisbury program.
Jan. 30—Chicago, WLS, 10:30 a.m. Marth Crane program (radio).
Jan. 31—Milwaukee, WTMJ-TV, 11 a.m. Breta Griem program.
Feb. 1—Rockford, WREX-TV, 1:45 p.m. Marie Aska program.
Feb. 2—Dayton, WHIO-TV, 2 p.m. Virginia Patterson program.
Feb. 5—Columbus, WBNS-TV, 9 a.m. Jeanne Shea program.
Feb. 6—Detroit, CKLW-TV, 2:40 p.m. Myrtle Labbett program.
Feb. 8—Cleveland, WJW-TV, 2 p.m. Alice Weston program.

N.A.F.C. Urges Special Promotions of Canned Corn

The National Association of Food Chains is urging its members to engage in a special promotion of canned corn. Approval by the N.A.F.C. Agriculture Committee of the request from three farm organizations, reported in last week's INFORMATION LETTER, was announced to its membership in a January 5 bulletin.

Members of N.A.F.C. are urged in the bulletin to engage in a producer-consumer campaign for canned corn during the period February 21-March 2 and to tie in with the Case o' Canned Corn Week promotion by the USDA with N.C.A. and other industry groups for the period January 23-February 2. N.A.F.C. participation was requested by the American Farm Bureau Federation, the National Grange, and the National Council of Farmer Cooperatives.

In the bulletin to its members N.A.F.C. states that the reason for action is due to a marketing situation that could affect 1957 acreage and income to farmers. The bulletin reports statistics from the December stock and shipments situation on canned sweet corn, and states:

"One farm organization leader has written N.A.F.C. in part as follows:

"From the processing vegetable growers' viewpoint, it is very important that the 1956 production be marketed successfully in order to insure a favorable contracting situation next spring. If an unusually heavy carry-over exists at that time, growers will suffer through a reduction in acreage contracted and contract prices offered."

"It appears that the present marketing situation seriously threatens sweet corn growers' incomes and that a producer-consumer campaign—the highest level of intensity of organization promotions—is justified."

"As you may have heard, the National Canners Association and the Can Manufacturers Institute have organized an intensive promotion effort to stimulate consumption of canned corn. These organizations, in cooperation with the federal government, have scheduled a special, intensive promotion effort during the period January 23-February 2, 1957. Many N.A.F.C. members have already pledged assistance to the canning industry during that period. Others will wish to support this effort in order to have maximum effect on sales."

"The N.A.F.C. Agriculture Committee has authorized use of the Big Supply-Best Buy seal during these two promotion periods. Many N.A.F.C. members have found that use of this seal in newspaper ads and wall signs helps promote volume sales of products which are good food values."

The N.A.F.C. bulletin urges that members actively display, advertise, promote and sell canned corn and requests tearsheets of ads and other information used in their respective promotions.

USDA Studies Trading Stamps

Economic problems relating to the development and use of trading stamps are considered in a new USDA publication, which is the result of a study by the Agricultural Marketing Service to determine the probable effects of widespread use of the stamps on costs and benefits to retailers, consumers, and farmers.

The first report on this subject sets forth the basic characteristics of stamp plans, reviews and discusses available literature, and considers some of the problems of retailers and consumers alike arising from use of such stamps. Single copies of the study, *Do Trading Stamps Affect Food Costs?* (Marketing Research Report No. 147), may be obtained from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

Greenleaf Article Featured in Vegetable Growers Organ

"Selling More Vegetables Because of Food Technology" is a feature in the December issue of the *Vegetable Growers Messenger*, the official publication of the Vegetable Growers Association of America, with C. A. Greenleaf, Associate Director of the N.C.A. Research Laboratories, as the first contributor.

Mr. Greenleaf's article deals with opportunities for the food technologist in the canning industry. Other contributors to the feature are Dr. I. C. Haut, University of Maryland, and George Garnatz, Director, the Kroger Food Foundation.

Editors of the publication, in an introductory feature, pointed out that "a whole world of opportunities lies ahead for vegetable growers, consumers and American youth, if they could better understand the art and science of food technology" and that the articles were planned to acquaint growers with this "animated new occupation."

Record Participation Reported in School Lunch Program

USDA reports that participation of schools and children in the National School Lunch Program in 1956 set new records.

Most recent reports are that the number of schools taking part in the program at the start of the current school year was up 5 percent over a year earlier. The number of children participating in the program exceeded 10.5 million and the number eating complete lunches with milk climbed to about 9.6 million, a gain of 10 percent over the previous year.

Funds available for the National School Lunch Program were increased from \$85 million in 1955-56 to \$100 million for the current fiscal year. With the states and local communities contributing about \$4 in funds and services to each \$1 provided by the federal government, local purchases of farm and food products under this program have climbed to over \$400 million a year, USDA said.

Special purchases of canned fruits and vegetables with Section 6 funds were made in 1956 for use in the program. Such purchases were made of canned green beans, whole kernel corn, grapefruit sections, peaches, purple plums, tomato paste, and whole tomatoes. A section 6 purchase of frozen concentrated orange juice also

was made. In addition, canned pork products were made available under surplus-removal programs, as were cabbage, eggs, hamburger, lard, fresh plums, sweet potatoes, and turkeys.

N.C.A. Promotes Canned Foods Use in School Lunch Menus

The N.C.A. Consumer Service Division has sent a special mailing of canned foods recipe materials to state and regional school lunch supervisors to aid them in the preparation of canned foods.

The new material is designed to help the school lunch managers use canned foods furnished them through the USDA's National School Lunch Program and is intended also to encourage buying additional quantities of canned foods locally for increased menu use.

A copy of the N.C.A. recipe book, *Quantity Recipes for Institutional Food Service*, had been sent to school lunch managers earlier. The new material from the Consumer Service Division lists recipes to be found in the recipe book and gives additional recipe suggestions. Purpose of the listing is to remind and inspire the menu planner to use the foods more often and in a variety of ways.

The canned foods being distributed to schools by the USDA are listed together with the number of recipes and additional recipe suggestions from the Consumer Service Division:

Canned Food	Recipes in N.C.A. book	Additional suggestions
Green beans.....	13	8
Corn.....	13	8
Grapefruit sections.....	10	9
Peaches.....	14	11
Purple plums.....	8	8
Tomato paste.....	8	6
Tomatoes.....	14	9

Erroneous Canned Food Beliefs Corrected on Network Program

Certain common superstitions about canned foods were scotched in a recent radio program from New York City's Station WOR and Mutual radio network.

Sidney Walton's "Changing Times" program enumerated certain erroneous beliefs about canned foods and gave the correct answer for each. Points dealt with were the matter of rusty or dented cans, leaving canned foods in the open container, boiling them, and draining off the liquid. Answers supplied in the radio script were drawn from the N.C.A. Information Division's leaflet, *Interesting Facts about Canned Foods*.

Family Weekly

Almost the entire food section of the January 20 issue of *Family Weekly* will feature canned foods. The title of the section is "Serve Your Sunday Best." Melanie De Proft, Director of the Culinary Arts Institute, begins the article by stating, "... and now and then call the trusty can opener to your aid so you can enjoy last Summer's bounty all Winter long!"

The section is illustrated with a color photograph showing "Apple-Glazed Ham," "Herb Buttered Corn and Beans," and "Perfection Fruit Salads." Canned foods used in the recipes are whole kernel corn, cut green beans, fruit cocktail, pimientos, apple slices, and canned ham. Another recipe, "Plantation Corn Pudding," uses cream style corn, and anchovies are used in "Roast-Beef Salad."

Family Weekly is a Sunday supplement magazine distributed nationally with 154 newspapers. It is one of the big four Sunday supplement magazines and has a total circulation of approximately 4 million.

American Weekly

The January 6 *Household Almanac* article by food editor Amy Alden in the *American Weekly* magazine included canned foods in five of the six recipes given.

The recipes in the article "6 Tasty Ways To Cook A Frank" combined canned mushrooms, baked beans, apple slices, cream style corn, tomatoes, and green beans with the frankfurters.

The "Bean-and-Frank Bake" was shown attractively served in a black and white photograph.

The *American Weekly* is the Sunday supplement magazine section distributed with around 30 daily newspapers over the country. It has a circulation of over 9½ million.

Parade Magazine

In the January 6 issue of *Parade* magazine, the article "Budget-Wise Company Dinner" by Beth Merriman, food editor, featured a number of canned foods in her recipes and menu.

Introducing them, Miss Merriman said:

"Right now pork is plentiful and comparatively inexpensive. And certain canned vegetables, such as corn and tomatoes, are budget-priced. Put them all together, with a few bright new flavor accents, to make a dinner

you'll be proud to serve to company. It's delicious, colorful and different—so be prepared to share the recipes with the friends who share the meal!"

The recipe for "Pork Crown" had an accompanying gravy that included canned tomatoes and mushrooms. The other recipe given was "Individual Corn Puddings," using whole kernel corn. A "Company Dinner" menu also included apple juice as the first course. The article was attractively illustrated with a black and white photograph of the ready-to-serve roast and individual corn puddings. Two smaller photographs illustrated steps in making the "Pork Crown."

Parade is a popular magazine supplement that goes out with approximately 50 Sunday newspapers having a circulation of over 6 million.

Woman's Home Companion

Many canned foods appear in the interesting full-page color photograph showing "what a family totes home from market for one week: about 120 pounds of food, net weight, for a family of five includes makings of well-balanced meals, snacks, party extras, even supplies for the family pet." It is part of the article "Homemaker 1957—A New Kind of Creative Cook" by food editor Sylvia Schur and the food staff in the January issue of *Woman's Home Companion* magazine.

The authors point out that "even women who work find that in just one or two trips (to the supermarket), they can buy a variety of foods to last all week without repetition or monotony." In cautioning the homemaker on how to avoid splurging on impulse buying, the article says to check store specials before going shopping, make meal plans and a check list, and "compare savings both in time and in waste when deciding whether to choose prepared foods. Many time savers are also money savers: cake mixes, for example, cost less than most home-assembled cakes; canned vegetables and certain frozen vegetables may be more economical than fresh. A seeming luxury product—a small can of mushrooms or a sauce, for example, may transform an economy dinner into a memorable meal, fit for company."

Recipes and suggestions are given for quick and interesting dishes for family and company. Canned foods used are catsup, tomatoes, tomato sauce, baked beans, pineapple, fruit cocktail, tuna, anchovies, deviled ham, vegetable soup, and mushroom soup.

Institutions Magazine

In the January issue of *Institutions* magazine appear two interesting items about canned corn. Readers of the magazine include all types of mass feeding organizations and their consultants.

Food editor Jule Wilkinson includes the article "It's Not Any Secret: Corn Is Still King" in her section. It begins:

"Ever since the early American settlers first ate corn to save themselves from starvation, the appetizing vegetable has been one of the favorite foods in the country. Canned corn, now available all year long, helps add interest to Institutions menus. Featured in fritters, pancakes, chowders and puddings or used for an interesting touch in stews, salads and casseroles, canned corn is an aid to menu-planning.

"Thanks to last summer's perfect growing conditions, canned corn is plentiful this year. Not only is corn low in cost—it is appealing in taste and appearance, and is a good source of nutrition as well."

Two recipes using canned corn follow, with this description by the author: "Sure ways of adding taste-appeal to any meal, the tomato-corn rabbit is a delicious entree for lunch or a light supper, while the corn relish can be used to touch up almost any meal." The recipes and photographs illustrating the recipes were supplied by the N.C.A. Consumer Service Division.

Canned sweet corn also appears in the "Food Plentifuls for January." This feature written on blue paper stands out and is easily found in the magazine. Ten menu suggestions for using canned corn in institutional menus are given in the section.

McCall's Magazine

Meals involving a great variety of canned foods are presented in an unusual and attractive feature in the January issue of *McCall's* magazine, which went on the newsstands December 27.

The 14 meals suggested use a total of 24 canned foods as integral parts of the menus, including: tomato sauce, evaporated milk, sliced peaches, tomato juice, mushroom soup, chow mein noodles, purple plums, pineapple chunks, fruit cocktail, corned beef hash, mixed vegetables, crushed pineapple, apple slices, sweet potatoes, Blue Lake green beans, tomato aspic, green beans, celery soup, boneless chicken, grapefruit sections, squash, beets, tomatoes and tuna.

Few Partnerships Reported Among Food Manufacturers

The Internal Revenue Service has released preliminary 1953 income data on partnerships, the first available since 1947. Close to one million partnerships in the United States were engaged in a wide variety of business, financial, and professional activities.

The preliminary tabulations of data reported for 1953 show total receipts of \$81 billion and that 85 percent of all reporting partnerships earned profits in that year. The total receipts of partnerships which reported profits amounted to \$75 billion. These profitable partnerships had deductible expenditures of \$66 billion and ordinary net income of \$9.6 billion.

Of the total of 958,591 returns filed in 1953, only 5,273 were filed by partnerships reporting as manufacturers of food and kindred products. They reported total receipts of \$1.6 billion, with only 4,440 or 84 percent reporting profits. These profitable partnerships in the food and kindred products manufacturing group had total receipts of \$1.5 billion, total deductions of \$1.4 billion, and a compiled net profit of \$28.8 million. The 4,440 profit-making partnerships in this group had a total of 11,769 partners.

Corporation Tax Returns Show 1954 Net Income Equal to '53

The Internal Revenue reports, in its first release of financial data from 1954 corporation income tax returns, that profits before taxes for 1954 were reported by corporations to be less than those for 1953, but that profits after taxes were about the same as in 1953, reflecting reductions in both corporate income and profits tax liabilities.

The 754,018 corporate returns filed for 1954 reached a new high, surpassing the previous record set in 1953 by 3.2 percent. Net profits before taxes (less deficits) of \$37.3 billion reported by these corporations were \$2.5 billion less than the 1953 figure. Both receipts and deductible expenditures rose in 1954, but expenditures increased more than receipts and accounted for the decline in profits, according to the IRS.

The over-all decline in profits before tax during 1954 was experienced by most industrial divisions of the economy, the IRS said. In manufac-

turing, with the largest decline in net income, profits were \$18.8 billion, 12.1 percent below 1953.

Profits after taxes (less deficits) amounting to \$20.1 billion were approximately at the same level as in 1953. Tax liabilities of corporations, at \$17.1 billion, were down \$2.8 billion from 1953.

The IRS reported that the increase in the number of active corporations during 1954 was largely in the trade and the finance, insurance, and real estate divisions of the economy.

The IRS received a total of 722,804 returns for 1954 from active corporations, of which 8,779 were classified in the "agriculture, forestry, and fishery" group, the smallest identifiable group in the IRS classification. These 8,779 corporations had total receipts of \$2.3 billion, total deductions of \$2.2 billion, and a compiled net profit of \$122 million in 1954.

Tax Guide for Small Business

The Internal Revenue Service has issued a new publication, *Tax Guide for Small Business*, which is designed particularly to cover the tax problems of sole proprietorships, partnerships, and corporations in connection with federal income, excise, and employment taxes.

The tax guide explains the tax consequences of such things as the organization of a corporation and a partnership; establishing a new business; purchase of a going business; operation of a business; and dissolution of a partnership and liquidation of a corporation.

One of the booklet's features is a tax calendar for 1957, showing what these groups should do, tax-wise, and when; and a check list indicating the taxes for which different kinds of business organizations may be liable.

Other subjects include the maintenance of proper books and records; accounting periods and methods; treatment of installment sales and other deferred payment sales for tax purposes; inventories, depreciation, amortization and depletion; bad debts; and carryback and carryover of net operating losses.

Copies of the *Tax Guide for Small Business* are available from district offices of the Internal Revenue Service and from the Government Printing Office, Washington 25, D. C., for 30 cents each.

Increase in Farm Facilities and Equipment Measured

The extent of farm mechanization which now makes it possible for one farm worker in the United States to produce for about 20 persons at home and abroad is measured in a report of the Bureau of the Census, U. S. Department of Commerce. The report is a preprint of Chapter III, Volume II, 1954 Census of Agriculture, and includes comparative data for earlier censuses.

In 1954, 2,876,572 farms reported tractors (including garden tractors). This was 60.1 percent of the total number of farms, and over 350,000 more farms than reported tractors in 1950. The total number of tractors on farms increased by more than a million, from 3,609,281 in 1950 to 4,692,341 in 1954. The number of tractors (other than garden tractors) for every 1,000 acres of cropland harvested increased from 9.8 in 1950 to 13 in 1954. In 1954, 1,698,435 farms reported one tractor (other than the garden type), 774,382 farms reported two tractors, and 300,257 farms reported three or more tractors; corresponding figures for 1950 were: 1,741,002 farms reporting one tractor, 535,502 reporting two tractors, and 156,664 reporting three or more. More than 1.8 million farms are now operated with tractors without horses or mules.

The number of farms with motor-trucks increased almost 400,000 from 1,840,391 in 1950 to 2,212,892 in 1954, while the number of motor-trucks on farms increased almost half a million from 2,206,670 in 1950 to 2,702,811 in 1954.

Farms with milking machines increased 11.9 percent between 1950 and 1954; farms with grain combines increased 39 percent; farms with corn pickers increased 51 percent; and farms with pick-up balers increased 131 percent.

More than 4.4 million farms, or 93 percent of all farms, had electricity in 1954, compared with 4.2 million farms, or 78.3 percent of all farms in 1950. Almost 4 million farms have obtained electricity since 1920, and 2.4 million farms have obtained electricity since 1940.

In 1954, 1,541,415 farms, or one out of three farms had a home freezer; in 1950, only 650,512 farms, or one out of eight farms had this item.

There was an increase of 39.2 percent between 1950 and 1954 in the number of farms reporting running water—from 2,018,578 in 1950 to 2,810,531 in 1954.

Census Reports Fewer Farms Growing Vegetables in 1954

Although the total acreage of vegetables harvested for sale and the total value of vegetables sold in 1954 were slightly larger than in 1949, the number of farms reporting vegetables harvested for sale in 1954 was the smallest number recorded in any Census of Agriculture.

The 279,606 farms reporting vegetables harvested for sale (not including Irish and sweet potatoes) in 1954 amounted to 5.8 percent of all farms. Farms reporting vegetables harvested for sale in 1949 amounted to 6.4 percent of all farms.

Among vegetables harvested for sale from Census all-time high acreages in 1954 are cantaloupes and muskmelons, asparagus, sweet peppers and pimientos, radishes, okra, green onions and shallots, and turnip greens.

The 1954 Census also recorded sharp declines in acreage of cabbage, green lima beans, carrots, spinach, broccoli, cauliflower, and beets since 1949.

The report, *Field Crops and Vegetables* (Chapter VII of Volume II, 1954 Census of Agriculture) is available from the Government Printing Office, Washington 25, D. C., and from Commerce Department field offices for \$1.50 a copy.

1956 Packs of Catsup and Chili Sauce

The 1956 packs of catsup and chili sauce have been reported by the N.C.A. Division of Statistics as follows:

1956 PACK OF CATSUP			
Container Size	1955	1956	
	(actual cases)		
Glass:			
24/12 oz.	1,376,324	2,528,861	
24/14 oz.	17,902,480	22,381,057	
No. 10 tin.	3,034,403	4,509,716	
Misc. tin and glass.	634,267	457,301	
U. S. Total.	22,947,483	29,876,835	

1956 PACK OF CHILI SAUCE			
Container Size	1955	1956	
	(actual cases)		
12 oz. glass.	2,077,529	2,575,659	
No. 10 tin.	284,021	330,371	
Misc. tin and glass.	33,694	396,247	
U. S. Total.	2,395,244	3,292,277	

Misc. tin and glass includes 12/8 oz.

1956 Pack of Tomato Juice

The 1956 pack of tomato juice totaled 38,017,233 actual cases compared with the 1955 pack of 23,633,931 cases, according to a report by the N.C.A. Division of Statistics.

1956 Pack of Tomatoes

The 1956 pack of canned tomatoes totaled 28,677,990 actual cases compared with the 1955 pack of 23,678,648 cases, according to a report by the N.C.A. Division of Statistics.

Increases over 1955 were reported in all states except New York and the Ozarks.

1956 PACK OF TOMATOES BY STATES

State	1955	1956
	(actual cases)	
New York	513,868	465,426
Maryland	4,388,479	5,672,380
Delaware	99,545	116,725
New Jersey	161,428	227,466
Pennsylvania	363,813	444,374
Va. and W. Va.	717,386	883,712
Ohio	1,074,604	1,360,582
Indiana	1,079,717	2,331,898
Tenn. and Ky.	139,837	122,390
Ozarks	568,020	687,609
Florida	(a)	1,567,023
Texas	(a)	1,270,657
Colorado	186,940	356,101
Utah	592,078	759,634
California	9,245,704	11,892,042
Other states	3,947,269	619,802
U. S. Total.	23,678,648	28,677,990

Ozarks comprise Ark., Mo., and Okla. (a) Included in other states.

1956 PACK OF CANNED TOMATOES BY CONTAINER SIZE

Container Size	1955	1956
	(actual cases)	
24/2	1,003,584	1,142,674
48/8.5	168,997	219,213
48/1P	613,886	710,806
24/30S	13,060,977	15,962,204
24/2 1/2	3,993,607	4,732,355
6/10	4,826,137	5,880,204
Miscellaneous	11,460	21,244
U. S. Total.	23,678,648	28,677,990

Poultry Used in Processing

Poultry used in canning and other processed foods in November totaled 20,596,000 pounds ready-to-cook weight, compared with 18,694,000 pounds in November, 1955, according to a report by the Agricultural Marketing Service of USDA.

The quantity of poultry used in canning and other processed foods during the first 11 months of 1956 totaled 178,769,000 pounds, 8 percent more than the 165,272,000 pounds used during the same period of 1955.

1956 Pack of Green and Wax Beans

The 1956 pack of canned green beans is reported by the N.C.A. Division of Statistics at 22,060,588 actual cases and the 1956 pack of wax beans at 3,357,181 actual cases.

On the basis of standard cases of 24/2's, the 1956 pack amounted to 20,-

701,000 cases of green beans and 3,000,000 cases of wax beans compared with the 1955 figures of 20,919,000 cases of green beans and 2,452,000 cases of wax beans.

This report covers calendar year production.

1956 PACK OF GREEN AND WAX BEANS BY STATES

State	1955		1956	
	Green	Wax	Green	Wax
	(actual cases)		(actual cases)	
Maine, Vermont and Massachusetts	144,687	332,010	100,173	280,470
New York	2,028,485	1,073,934	2,613,155	1,382,964
Maryland and Delaware	2,554,190	42,270	3,110,089	58,736
Pennsylvania	373,782	241,004	491,615	290,678
Michigan	342,246	166,784	455,888	246,725
Wisconsin	1,293,736	680,640	1,782,197	949,318
Kentucky and Tennessee	1,018,100		785,798	
Arkansas, Missouri and Oklahoma	1,945,239	(a)	1,490,446	(a)
Florida	485,408		407,100	
Texas	1,243,266		1,009,434	
Colorado	478,203	93,100	455,397	91,621
Utah and Idaho	399,488	(b)	460,882	(b)
Washington	1,074,729		1,186,271	
Oregon	6,309,533	49,129	5,274,837	83,489
California	1,609,481		1,696,794	
Other states	943,141	31,603	740,452	33,073
U. S. Total.	22,203,743	2,730,476	22,060,588	3,357,181

(a) Small amount included in green beans. (b) Included in other states.

Schedule of Principal Events of the 1957 Convention

TENTATIVE—SUBJECT TO REVISION AND ADDITION

THURSDAY, FEBRUARY 14

- 9:30 a.m.—Meeting of N.C.A. Consumer and Trade Relations Committee, Room 8, Conrad Hilton
- 12:30 p.m.—Luncheon meeting of N.C.A. Consumer Service Committee, Room 9, Conrad Hilton
- 8 p.m.—Meeting of N.C.A. Resolutions Committee, Room 5, Conrad Hilton

FRIDAY, FEBRUARY 15

- 9:30 a.m.—Meeting of N.C.A. Administrative Council, Room 1, Conrad Hilton
- 9:30 a.m.—Meeting of National Preservers Association, Cotillion Room, Hotel Morrison
- 10 a.m.—Meeting of N.C.A. Processing Committee on Foods in Metal Containers, Room 8, Conrad Hilton
- 10 a.m.—Meeting of State Secretaries, Room 10, Conrad Hilton
- 12 m.—Luncheon meeting of N.C.A. Board of Directors (open meeting), Beverly Room, Conrad Hilton
- 2 p.m.—Meeting of N.C.A. Board of Directors (closed session), Bel Air Room, Conrad Hilton
- 5:15 p.m.—Presentation of Fourth Annual Service Award, The Forty Niners, Hubbard Room, Sheraton-Blackstone
- 6 p.m.—Reception, The Forty Niners, Crystal Ballroom, Sheraton-Blackstone
- 7:30 p.m.—C.M. & S.A. Past Presidents Dinner, Havana Room, Sheraton-Blackstone

SATURDAY, FEBRUARY 16

- 9 a.m.—Meeting of N.C.A. Nominating Committee, Astoria Room, Conrad Hilton
- 9:30 a.m.—Business meeting (morning session) of N.F.B.A., Grand Ballroom, Palmer House
- 9:30 a.m.—Meeting of National Preservers Association, Cotillion Room, Hotel Morrison
- 10 a.m.—N.C.A. Annual Meeting, Williford Room, Conrad Hilton
- 10 a.m.-6 p.m.—Canning Machinery and Supplies Exhibit, Conrad Hilton
- 12 m.—Luncheon meeting of N.C.A. Labeling Committee, Room 3, Conrad Hilton
- 2 p.m.—Business meeting (afternoon session) of N.F.B.A., Grand Ballroom, Palmer House
- 5:30 p.m.—Drawings for attendance awards, The Cannery Show, Conrad Hilton
- 7 p.m.—Old Guard Banquet, Sheraton-Blackstone

SUNDAY, FEBRUARY 17

- 8 a.m.—Breakfast meeting of N.C.A. Legislative Committee, Room 19, Conrad Hilton
- 8 a.m.—Breakfast meeting of N.C.A. Raw Products TAC, Room 10, Conrad Hilton
- 10 a.m.—N.C.A. Research and Production Session, Williford Room, Conrad Hilton
- 10 a.m.—Annual meeting of C.M. & S.A., Beverly Room, Conrad Hilton

- 12 m.—N.C.A. Research Luncheon, jointly sponsored with C.M. & S.A., Astoria Room, Conrad Hilton
- 12 m.—Luncheon meeting of N.C.A. Claims Committee, Room 8, Conrad Hilton
- 12 m.—Luncheon meeting of N.C.A. Raw Products TAC, Room 18, Conrad Hilton
- 12 m.—Luncheon meeting of N.C.A. Raw Products TAC, Room 20, Conrad Hilton
- 12 m.-6 p.m.—Canning Machinery and Supplies Exhibit, Conrad Hilton
- 5:30 p.m.—Drawings for attendance awards, The Cannery Show, Conrad Hilton
- 7 p.m.—N.C.A. Golden Anniversary Banquet, Grand Ballroom, Palmer House

MONDAY, FEBRUARY 18

- 8 a.m.—Breakfast meeting of N.C.A. Fishery Products Committee, Room 3, Conrad Hilton
- 8 a.m.—Breakfast meeting of N.C.A. Raw Products TAC, Room 10, Conrad Hilton
- 8 a.m.—Breakfast meeting of N.C.A. Statistics Committee, Room 19, Conrad Hilton
- 10 a.m.—N.C.A. Raw Products Session, Williford Room, Conrad Hilton
- 10 a.m.-6 p.m.—Canning Machinery and Supplies Exhibit, Conrad Hilton
- 12 m.—N.C.A. Raw Products Technical Luncheon, Room 1, Conrad Hilton
- 12 m.—N.C.A. Research Luncheon, jointly sponsored with C.M. & S.A., Astoria Room, Conrad Hilton
- 12:15 p.m.—Luncheon meeting of National Meat Cannery Association, Sheraton-Blackstone
- 3 p.m.—Fashion Show and Buffet Tea for Ladies, Marshall Field (tickets available at C.M. & S.A. Registration Booth)
- 5:30 p.m.—Drawings for attendance awards, The Cannery Show, Conrad Hilton
- 7 p.m.—Young Guard Banquet, Terrace Room, Hotel Morrison

TUESDAY, FEBRUARY 19

- 8 a.m.—Breakfast meeting of N.C.A. Raw Products Committee and TAC, Room 3, Conrad Hilton
- 8 a.m.—Breakfast meeting of N.C.A. Procurement Committee, Room 19, Conrad Hilton
- 10 a.m.—N.C.A. Marketing and Sales Session, Williford Room, Conrad Hilton
- 10 a.m.-6 p.m.—Canning Machinery and Supplies Exhibit, Conrad Hilton
- 12 m.—N.C.A. Food Editors Luncheon, the Towers, Conrad Hilton
- 12 m.—N.C.A. Fishery Products Luncheon, Room 1, Conrad Hilton
- 12 m.—N.C.A. Research Luncheon, Room 4, Conrad Hilton
- 5:30 p.m.—Drawings for attendance awards, The Cannery Show, Conrad Hilton
- 7:30 p.m.—C.M. & S.A. 50th Anniversary Dinner Dance, Terrace Room, Hotel Morrison

Carlos Campbell To Receive Forty-Niners Service Award

N.C.A. Executive Secretary Carlos Campbell has been named by the Forty-Niners to receive the Fourth Annual Forty-Niner Service Award which is presented each year to a person who has performed exceptional service to the industry.

The announcement by David S. Nay, president of the Forty-Niners, points out that Mr. Campbell has given the canning industry a quarter of a century of outstanding service, and he is the first recipient of the award who comes from other than the scientific field.

Mr. Campbell came into close contact with the N.C.A. during the early 1930's while he was employed as an economist with the USDA, and in 1934 he joined the N.C.A. staff as Director of the Division of Statistics. He organized the Division and established the statistical program which is in use today.

This was one of his first industry contributions. He established professional, objective and unbiased guiding principles for the Association's statistical service that have been accepted and used by government agencies and others and have always commanded the absolute confidence of industry, government, and the public, the Forty-Niners announcement pointed out.

During World War II Mr. Campbell served as consultant to the WPB, OPA, and other agencies in both an official and unofficial capacity and helped these agencies set up wartime food programs that would be practical and workable. He fought for needed priorities in canning machinery and supplies that would enable canners to accomplish the important job of feeding the armed forces.

During this time he was executive assistant to the late Frank Gorrell, the founding Secretary of N.C.A., and in 1945 was appointed Executive Secretary at Mr. Gorrell's resignation. Since then Mr. Campbell has continued to strengthen N.C.A. services to the canning industry, particularly in the field of its public relations.

He introduced the concept that the Association and the industry, having now achieved its sound scientific foundation, should realize on its public relations potential. He has managed Association and industry activities along such lines and has persistently and faithfully trained and directed the various Divisions of N.C.A. in a man-

ner that would best serve its four principal publics—the consumer, the government, the farmer-grower, and the industry at large.

"For nearly a quarter of a century, Carlos has devoted his life to the canning industry and his stature has grown with the years. It is appropriate that he receive the Forty-Niner Service Award in recognition of his valuable service on this Golden Anniversary of the National Canners Association. An Association, yes, and an industry which he has helped to grow into maturity," stated Mr. Nay.

Presentation of the Award will take place during the Convention on Friday, February 15, at special ceremonies. Present will be top leaders of the canning and allied industries who will be guests of the Forty-Niners at the ceremony and reception immediately afterward to honor Mr. Campbell.

Mr. Campbell joins a select list of previous recipients of the award. Previous awardees were Dr. Samuel C. Prescott of Massachusetts Institute of Technology, pioneer bacteriologist in the science of canning, in 1954; Dr. John C. Walker, plant pathologist at the University of Wisconsin, in 1955;

and Dr. Louis Gardner McDowell, director of research for the Florida Citrus Commission, in 1956.

Reservation Forms Mailed for Golden Anniversary Banquet

Banquet reservation cards have been mailed by N.C.A. to all members on record as planning to attend the 1957 Convention. The Golden Anniversary Banquet will be held at the Palmer House, Chicago, on the evening of Sunday, February 17.

The banquet reservations should be returned promptly to N.C.A. headquarters. Formal attire for the Banquet is not required. The canners' ladies are invited. A reception will precede the dinner.

John F. McGovern, 1949 President of N.C.A., will act as master of ceremonies. Entertainment in song and dance, remembering the past 50 years and personalized to the canning industry and the N.C.A., is being developed by Jack Morton Production.

A valuable souvenir to be used locally—to entertain and to promote canned foods—will be given those who attend.

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